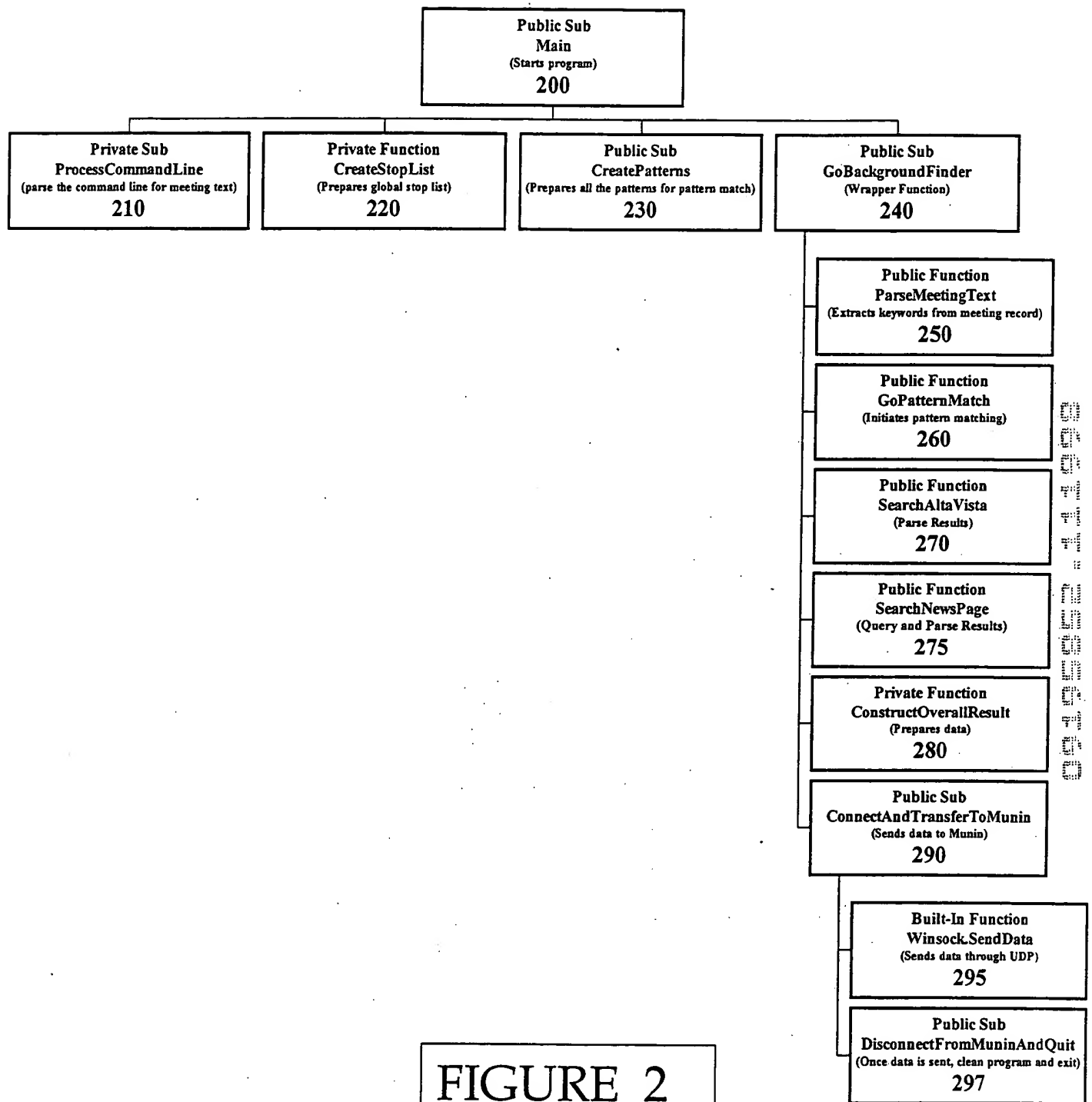


# FIGURE 1



**FIGURE 2**

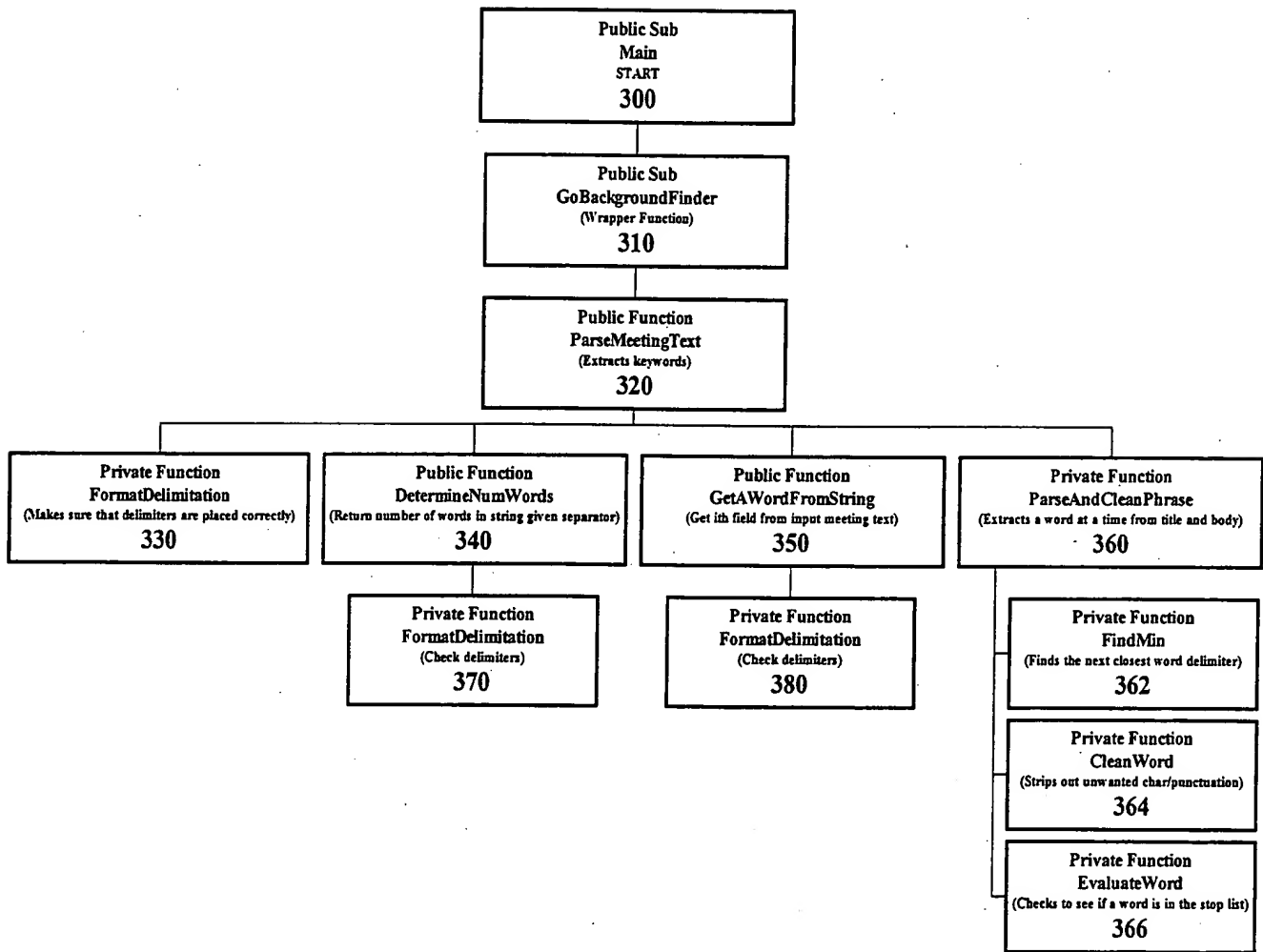


FIGURE 3

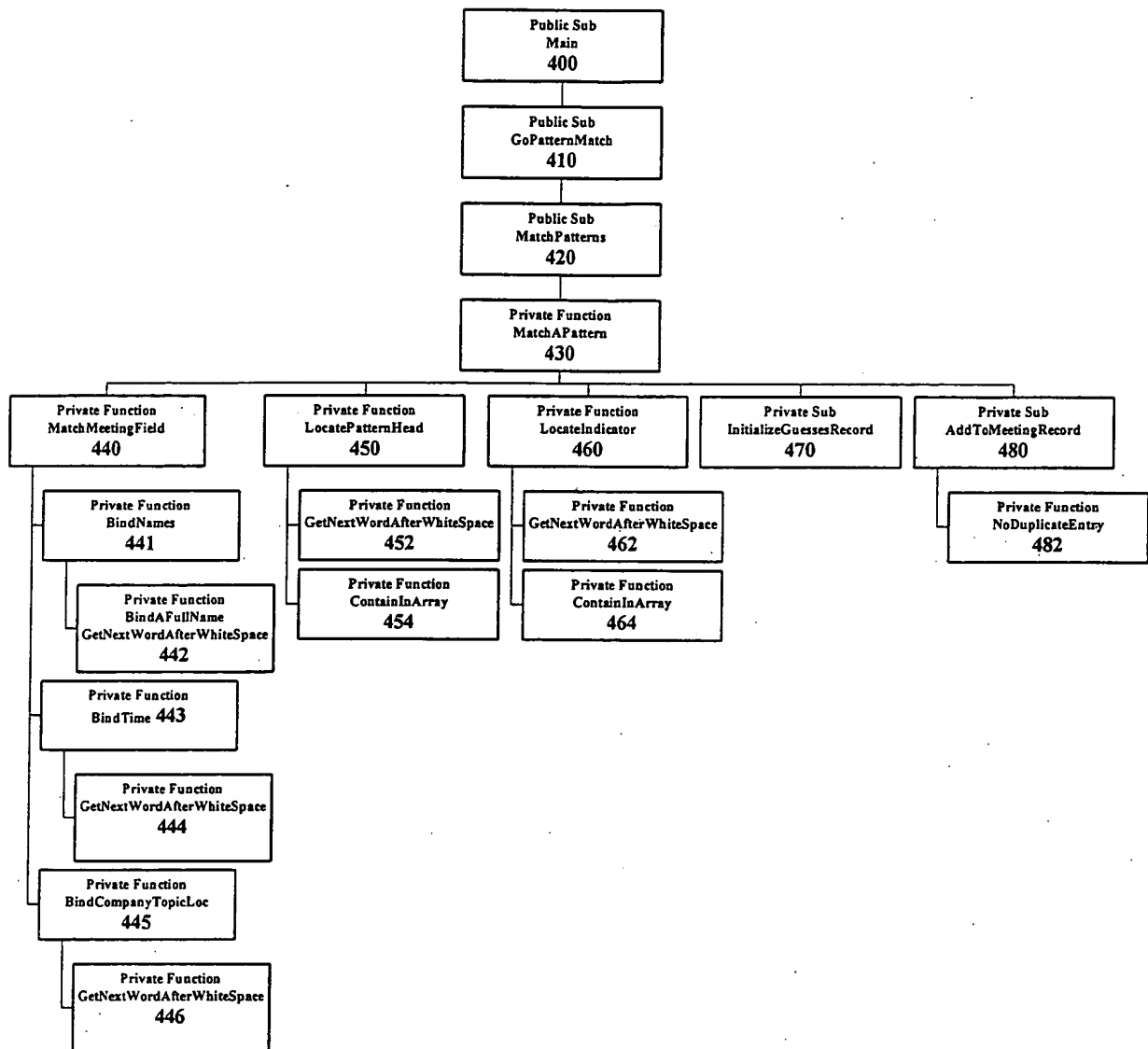


FIGURE 4

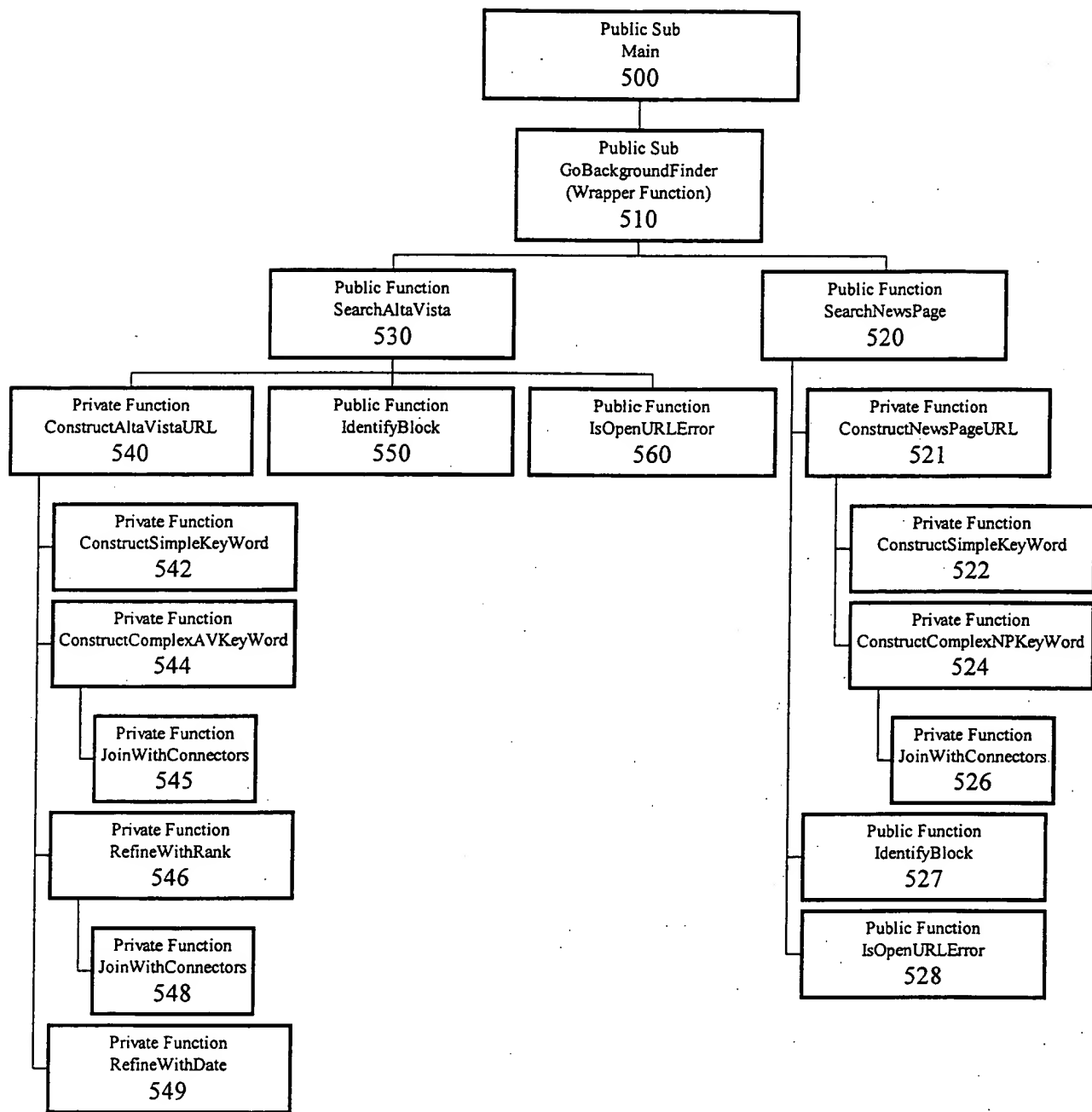
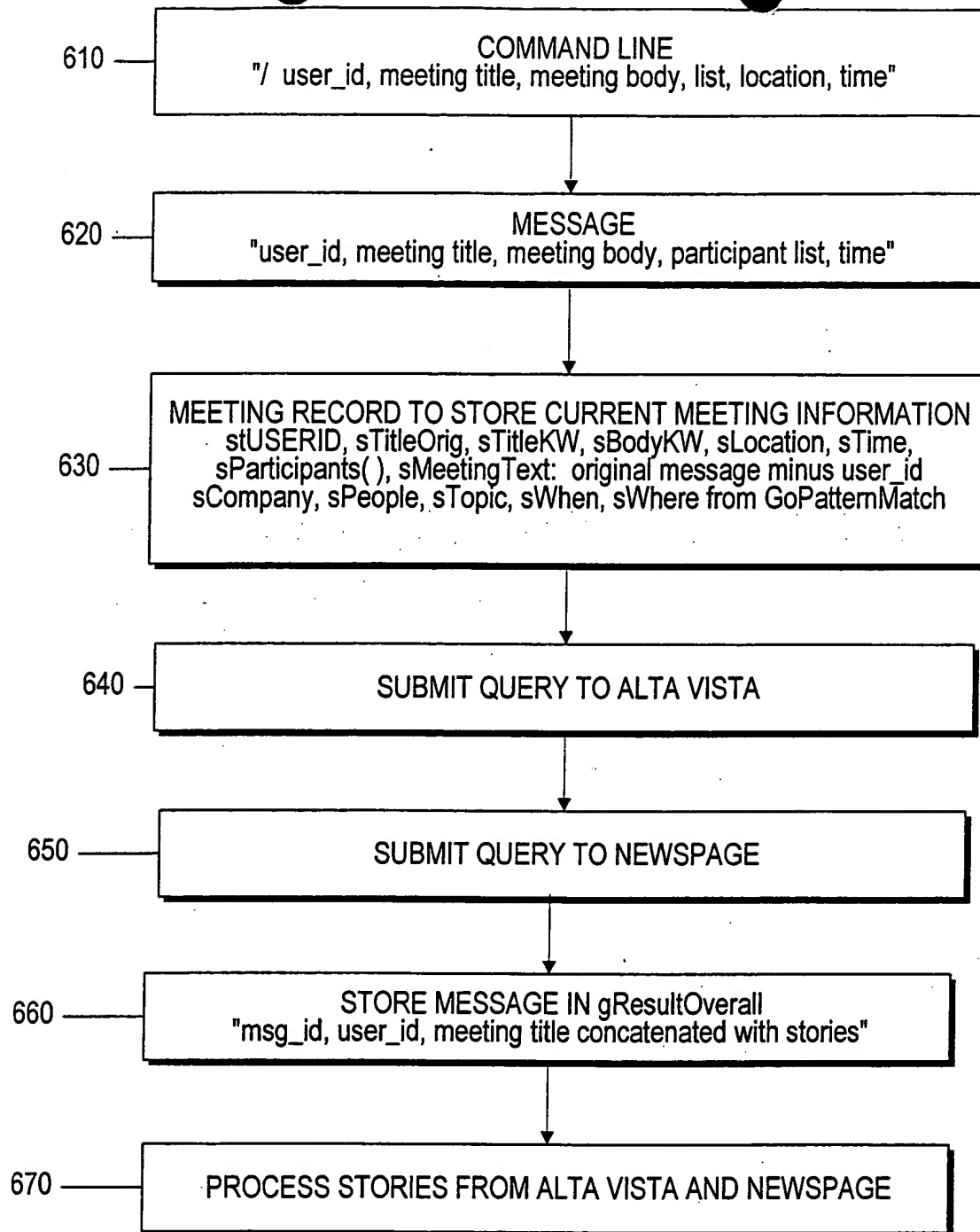
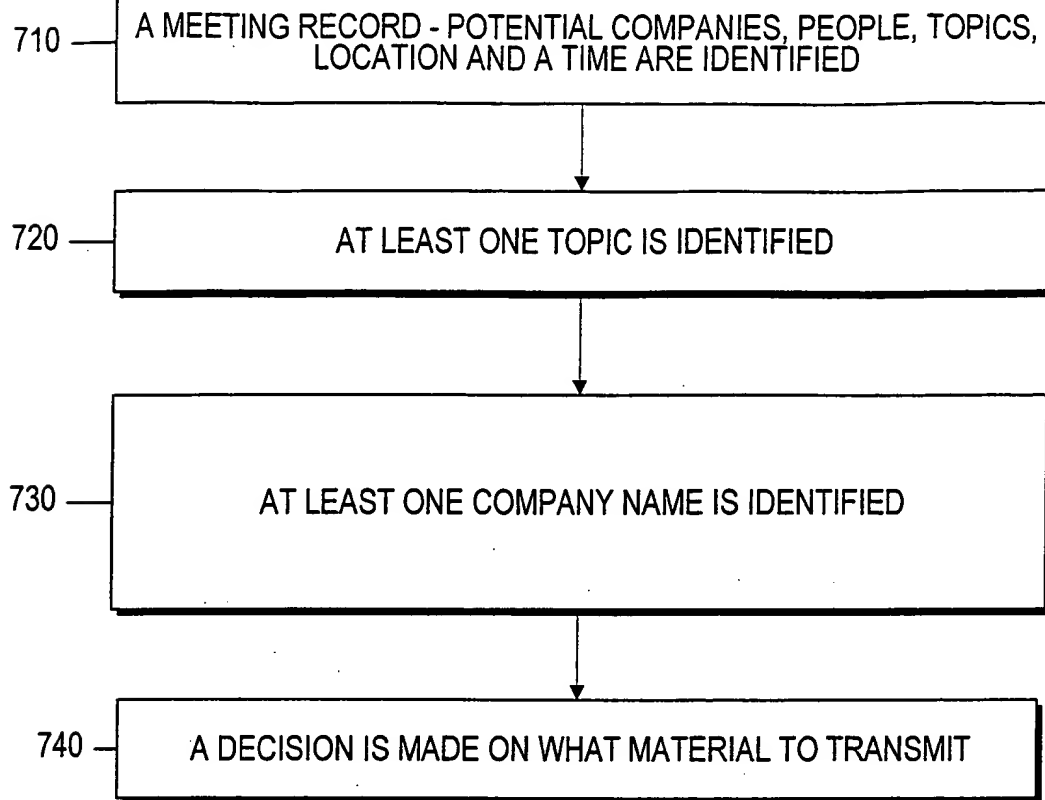


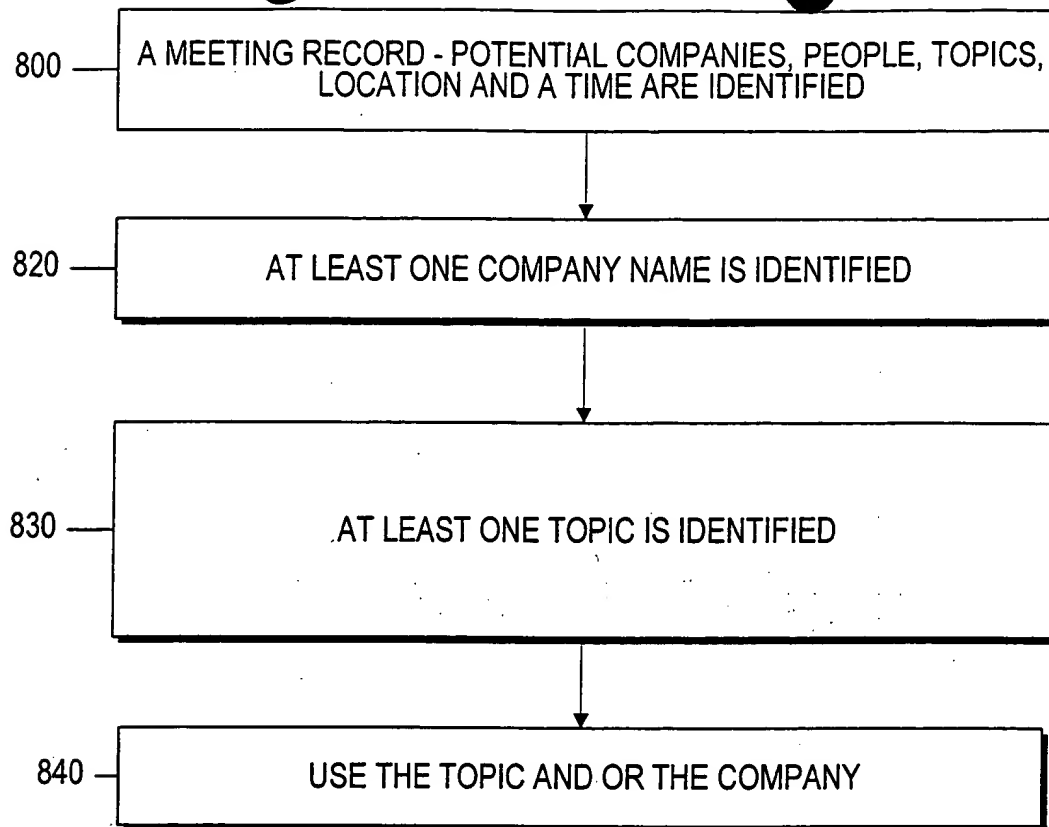
FIGURE 5



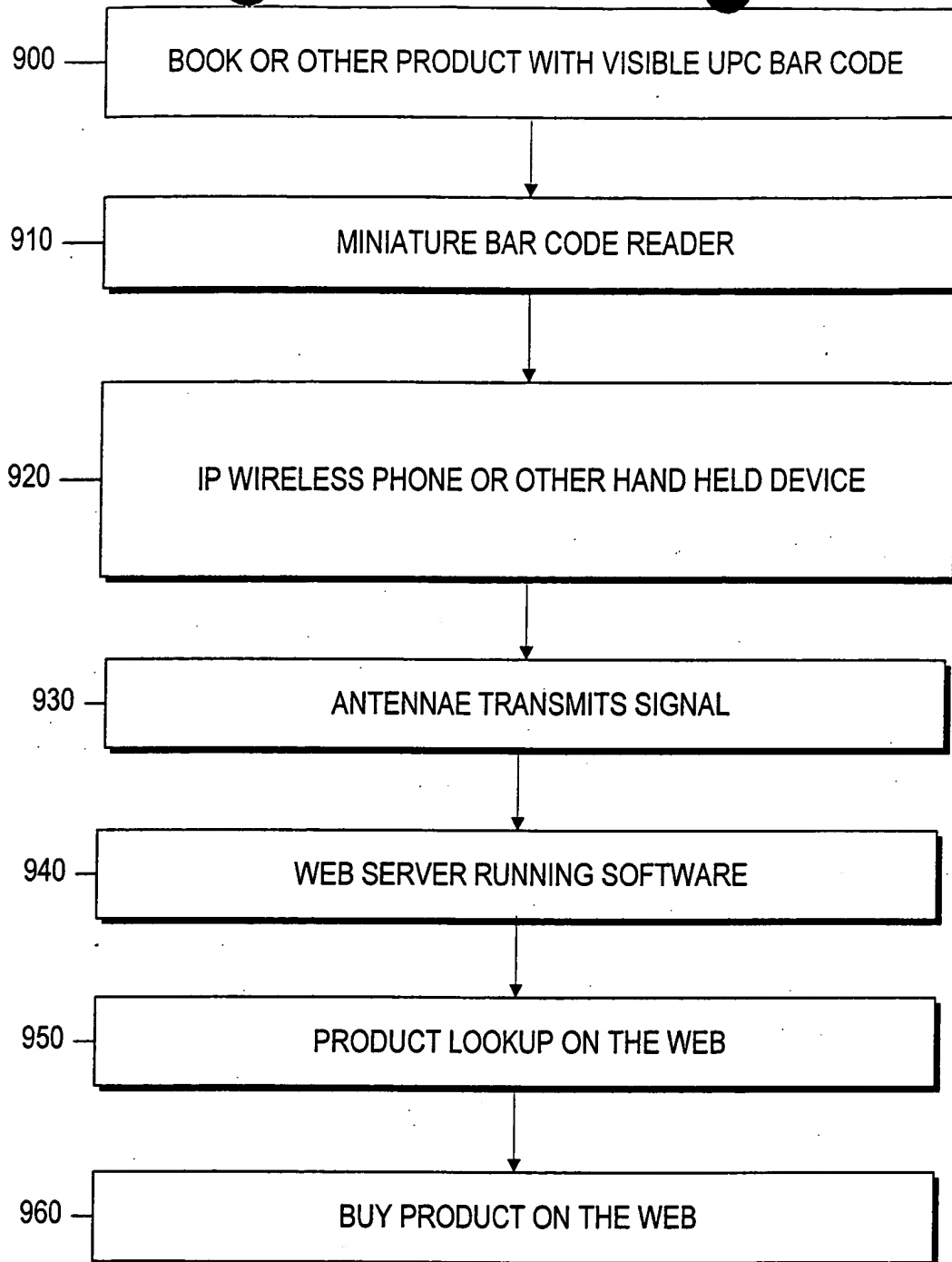
**FIGURE 6**



***FIGURE 7***



***FIGURE 8***



***FIGURE 9***

FIGURE 10A

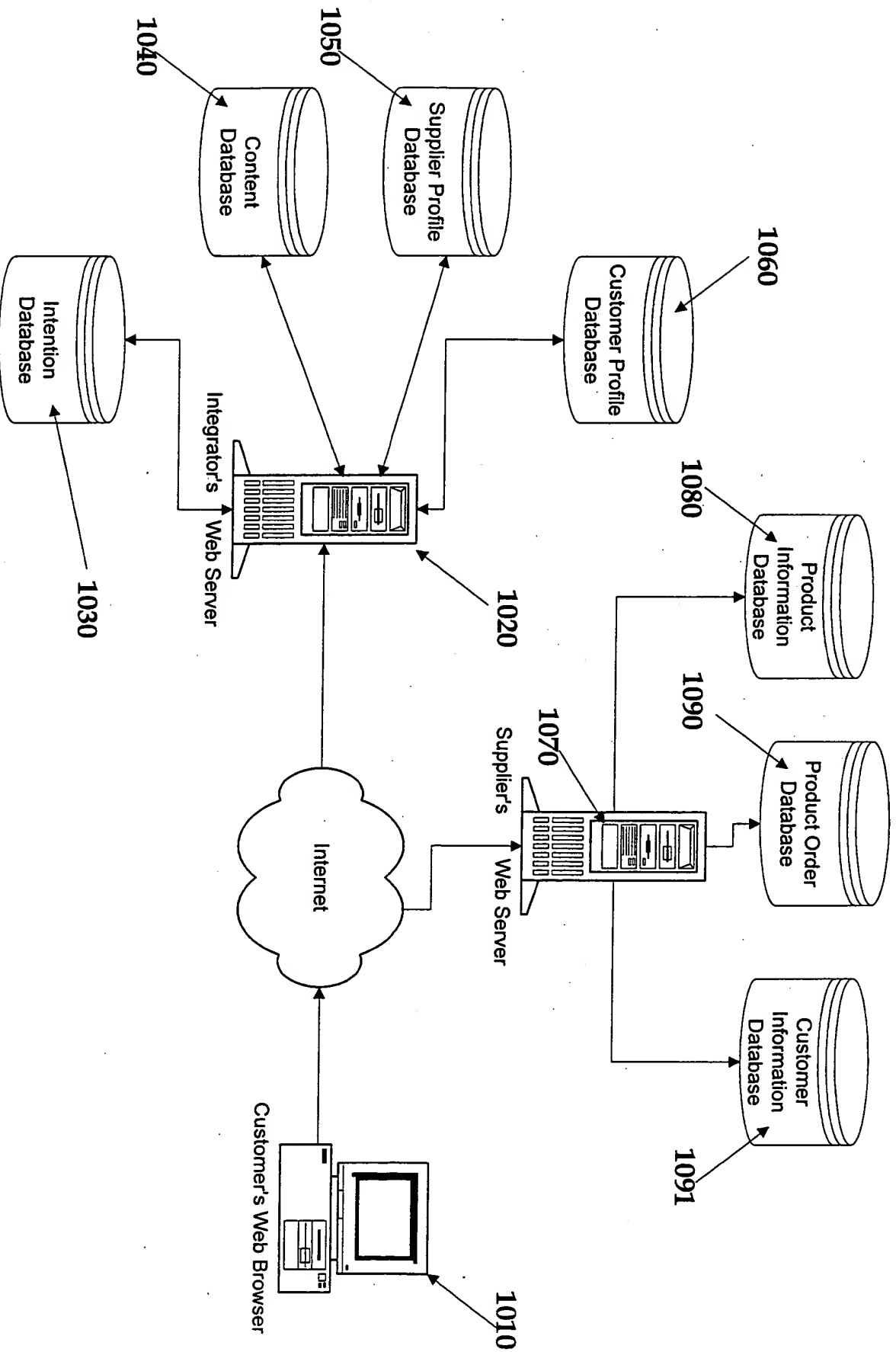


Figure 10B

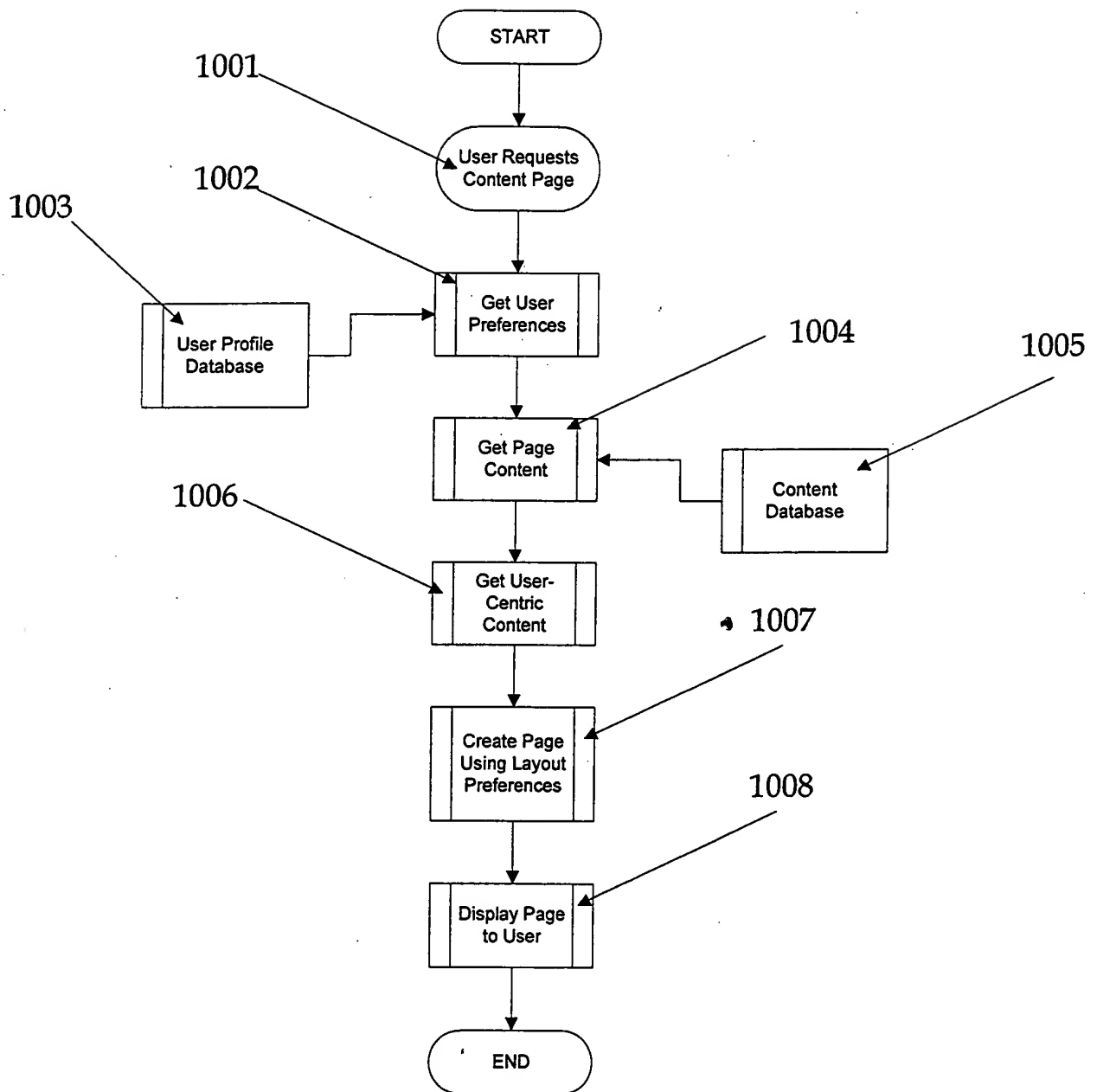


Figure 11: Retrieve User-Centric Content

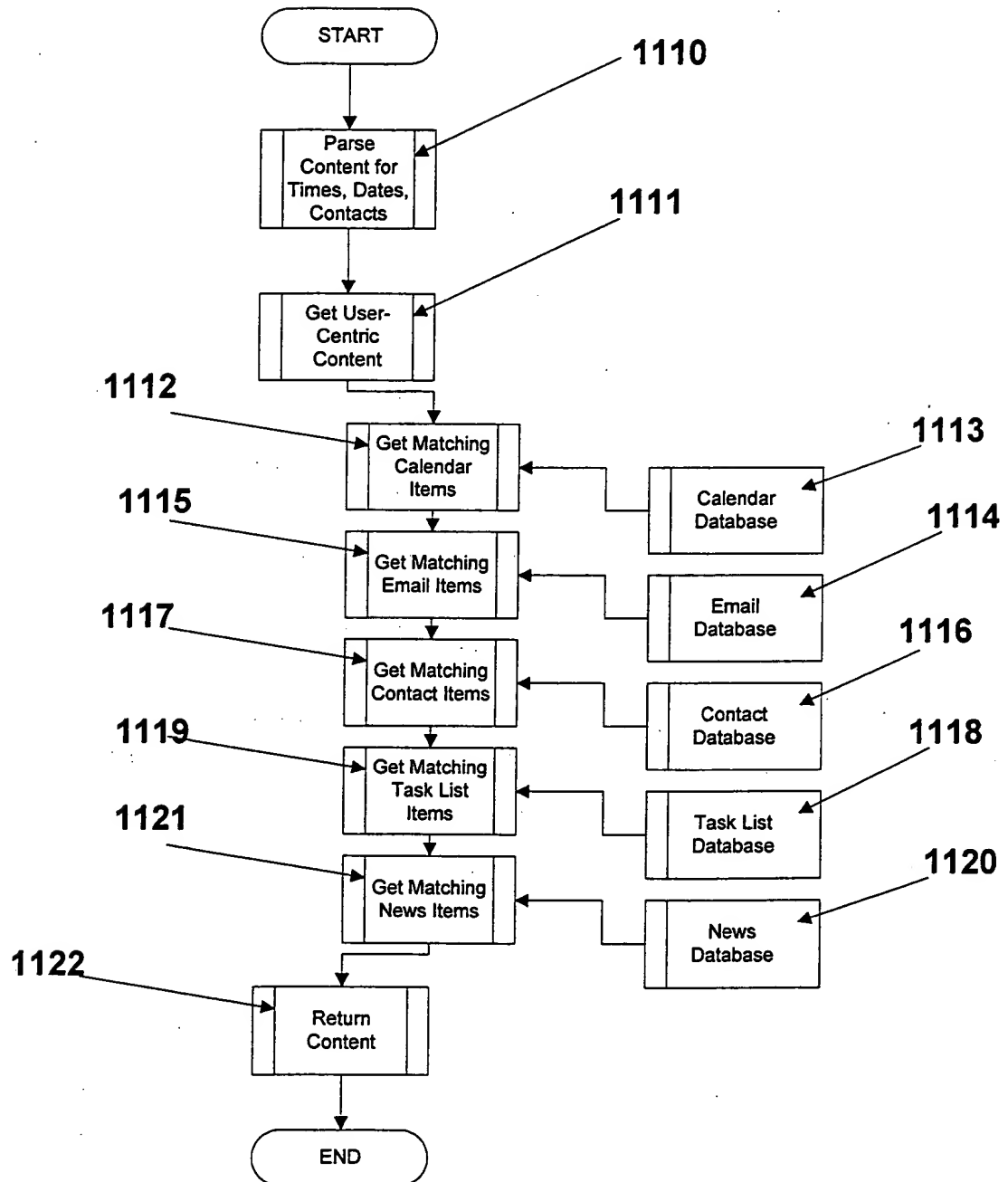


Figure 12: User Profile Data Model

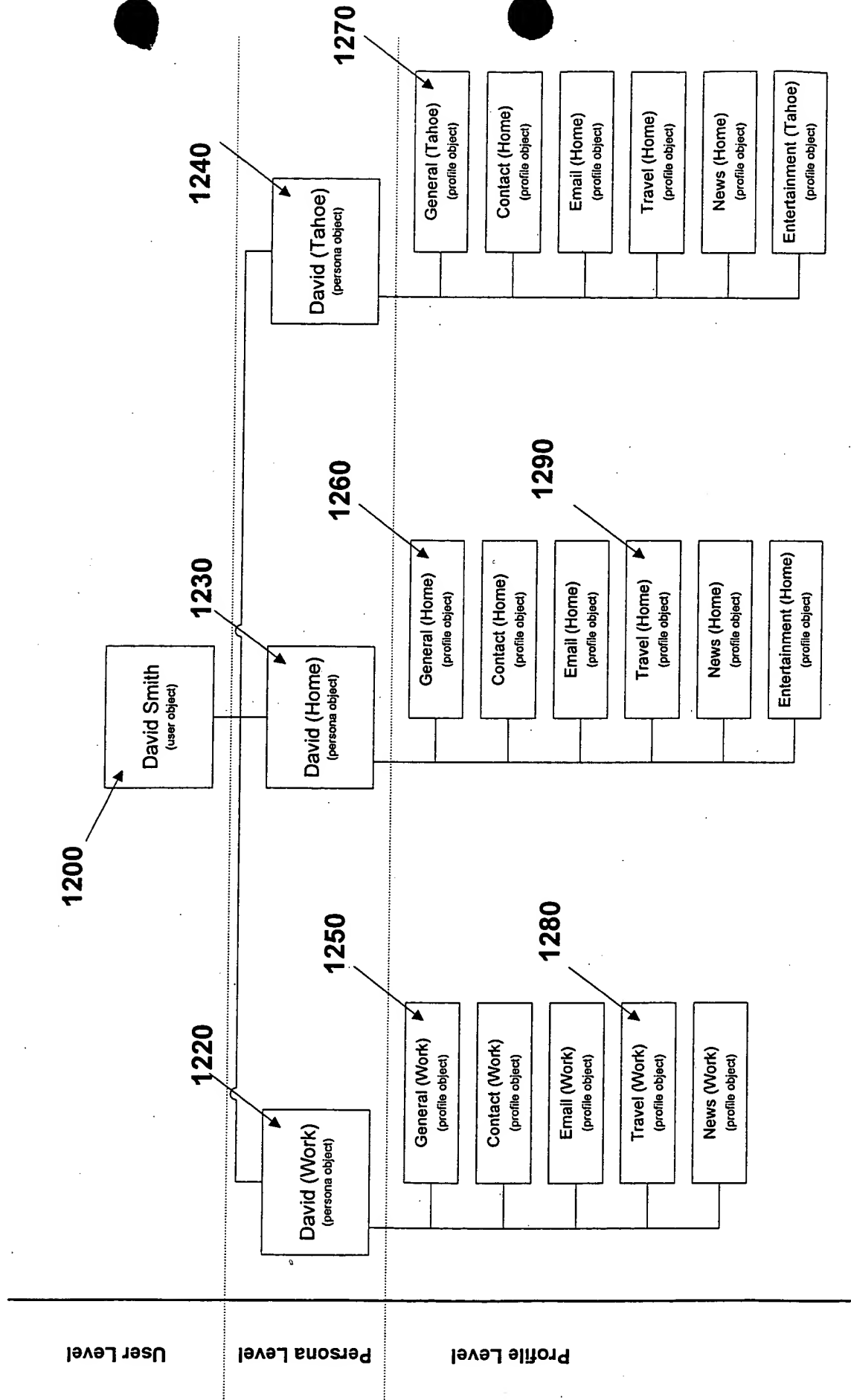


Figure 13: Persona Data Model

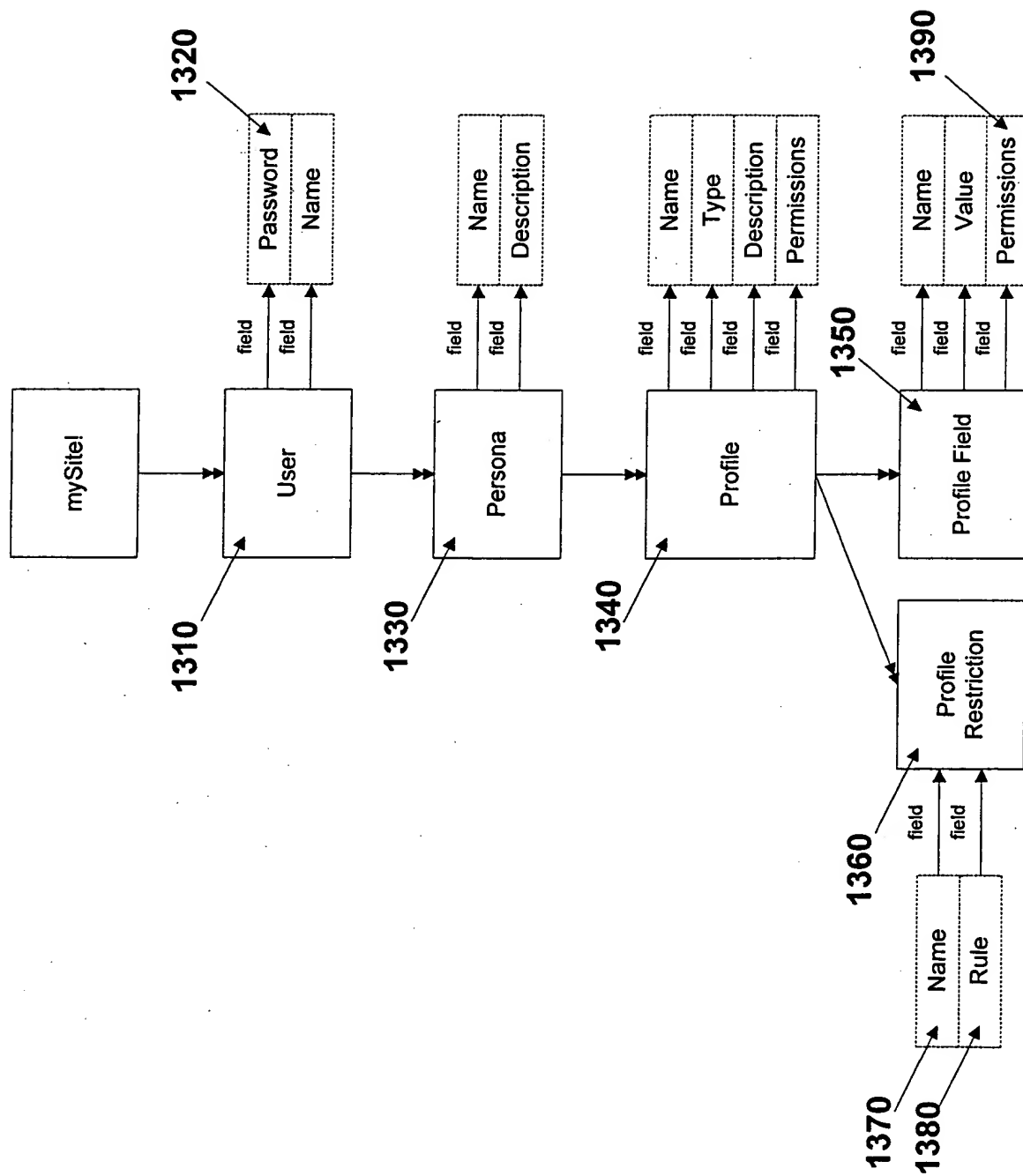


Figure 14: Intention Data Model

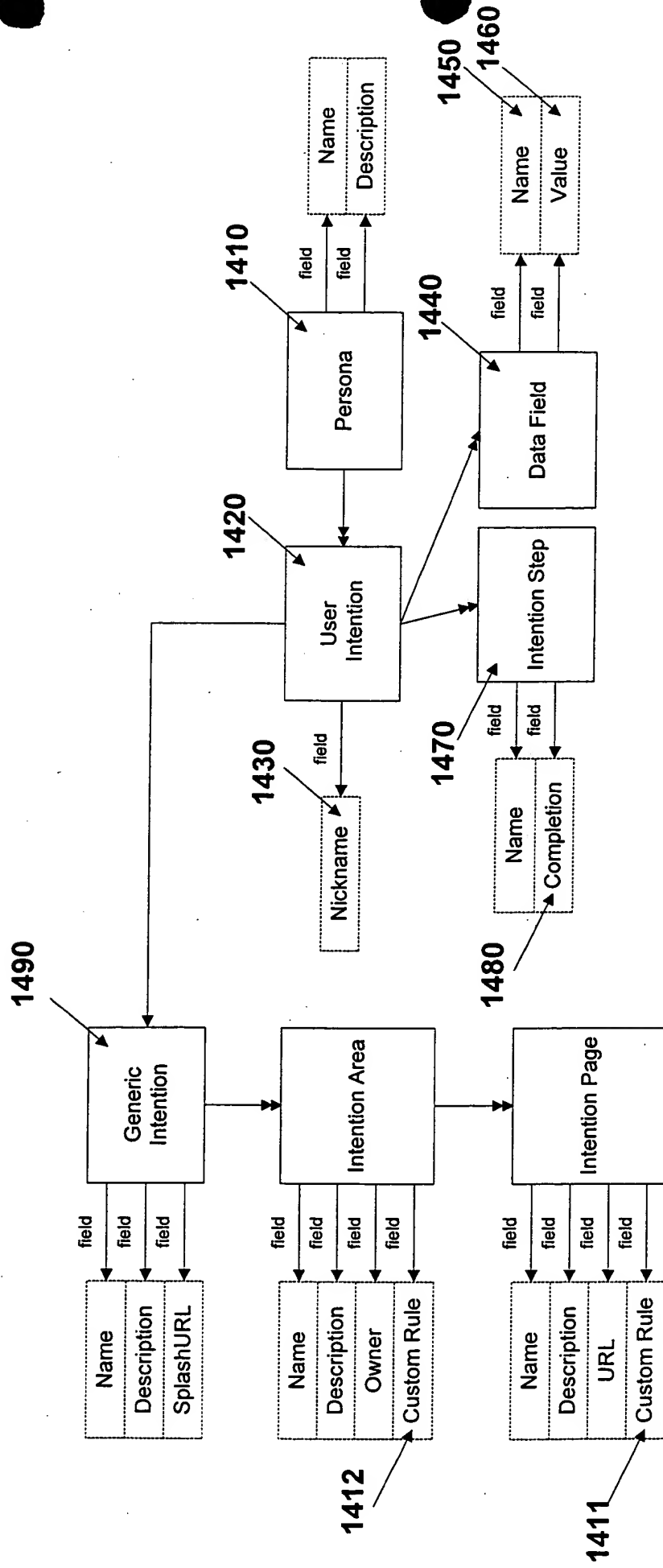


Figure 15

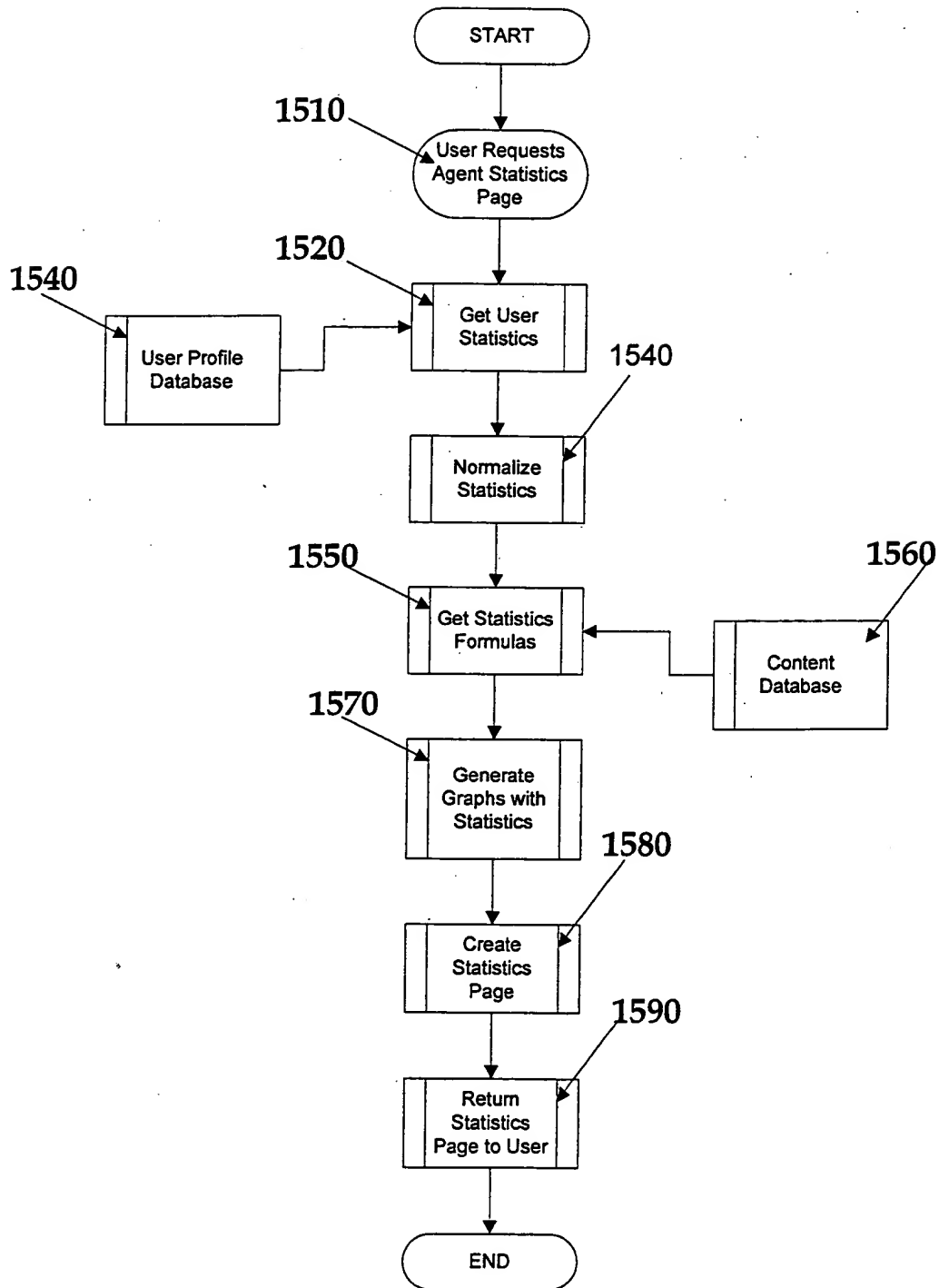


Figure 16

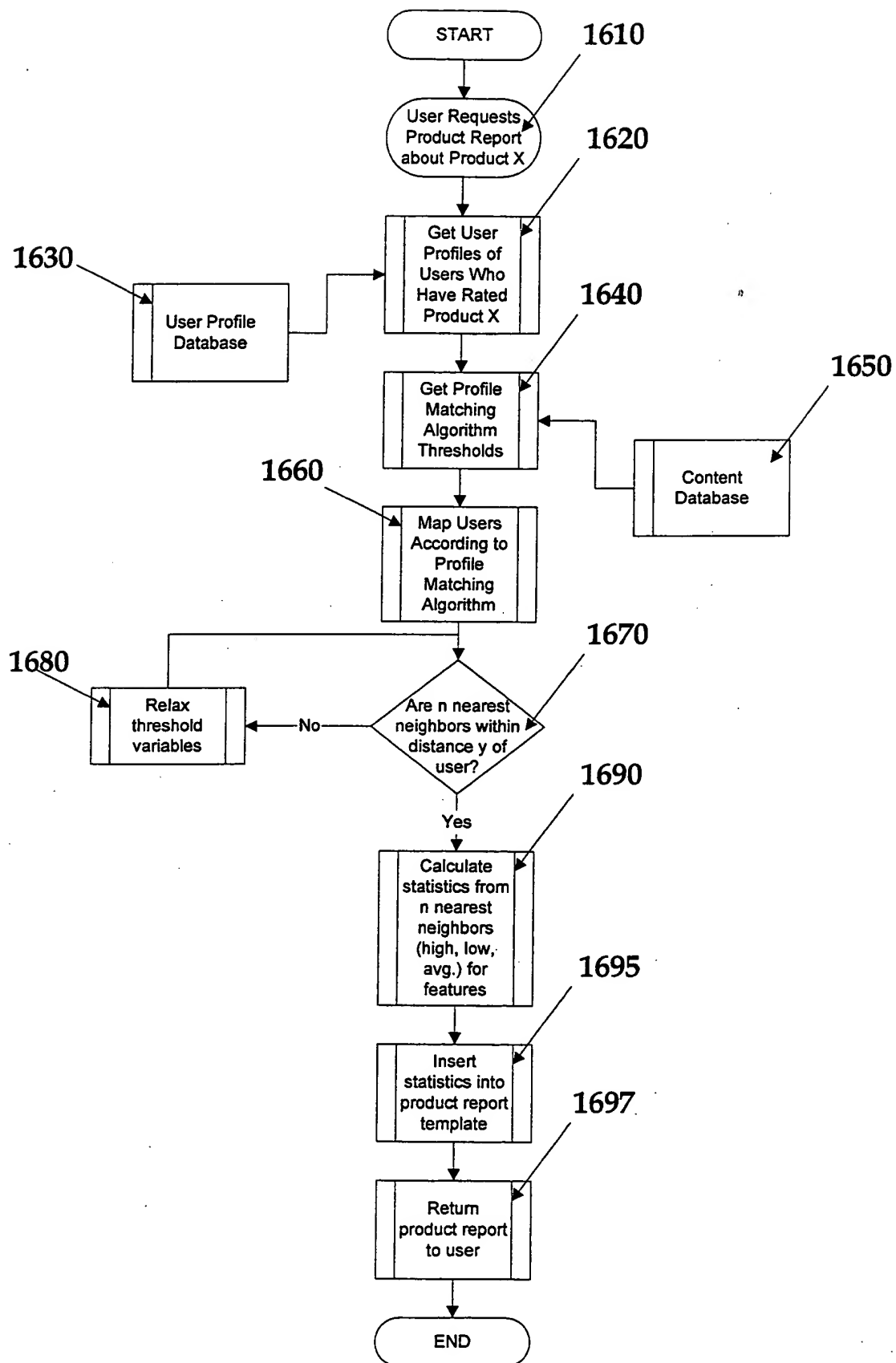


Figure 17

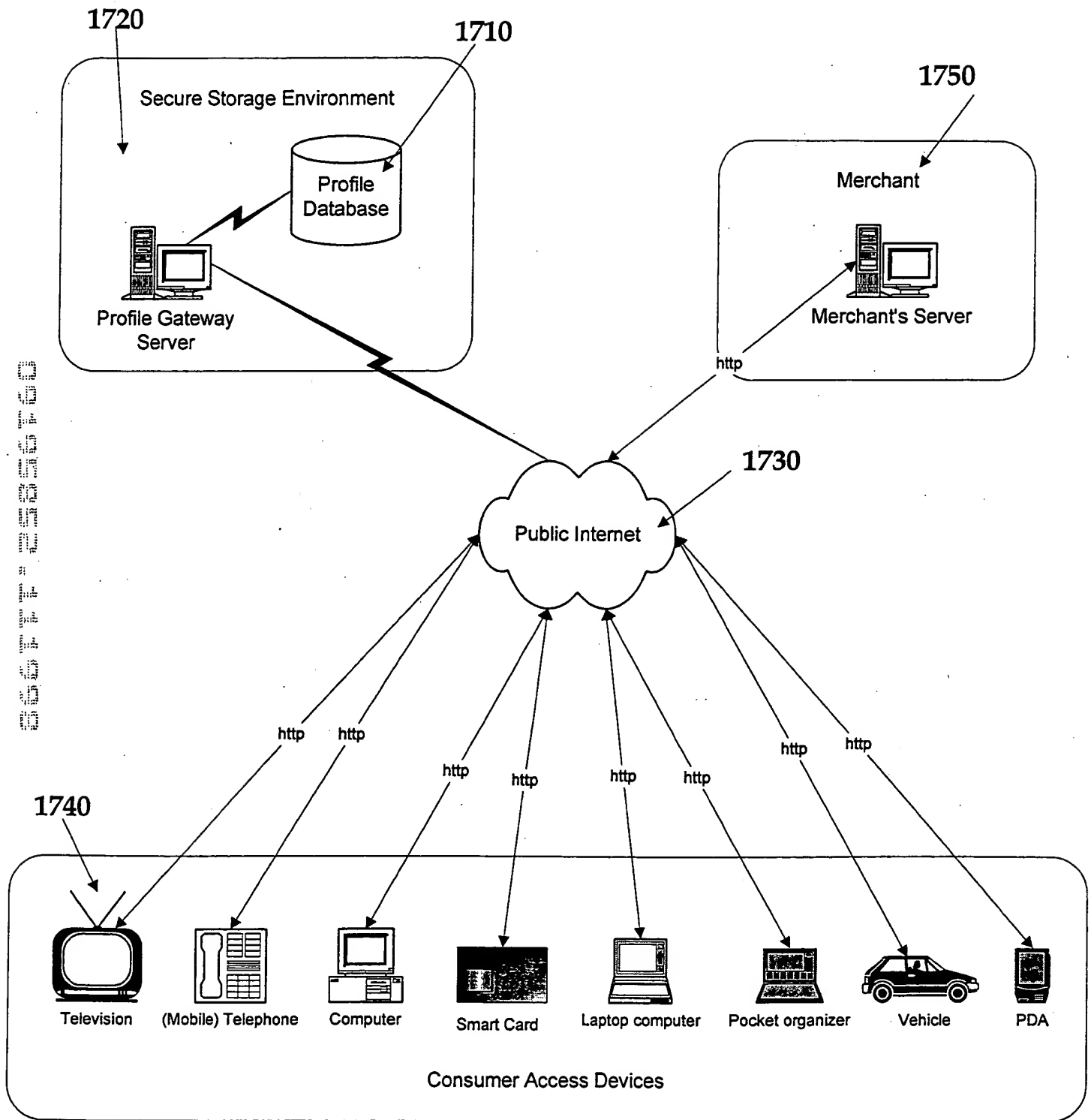


Figure 18

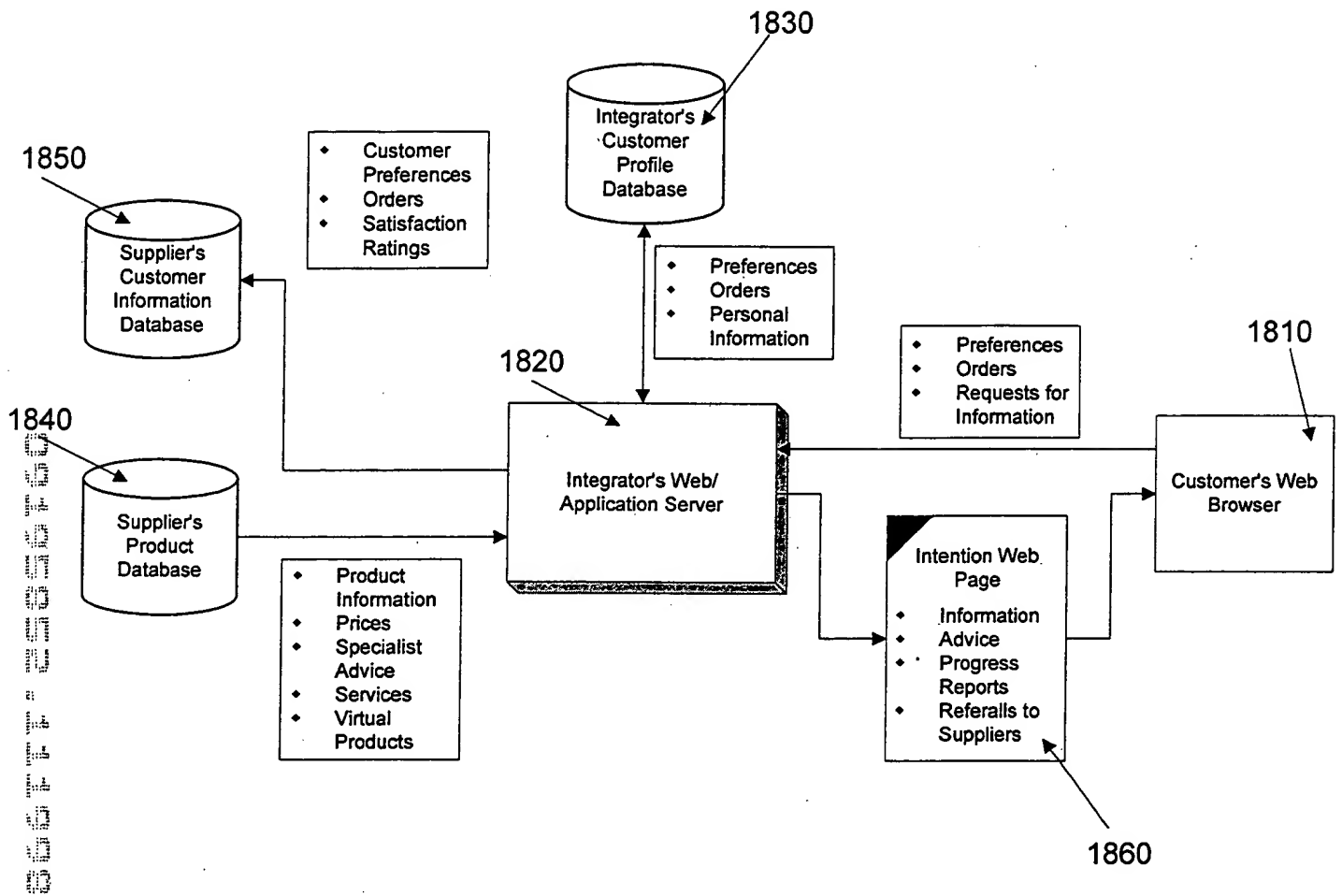
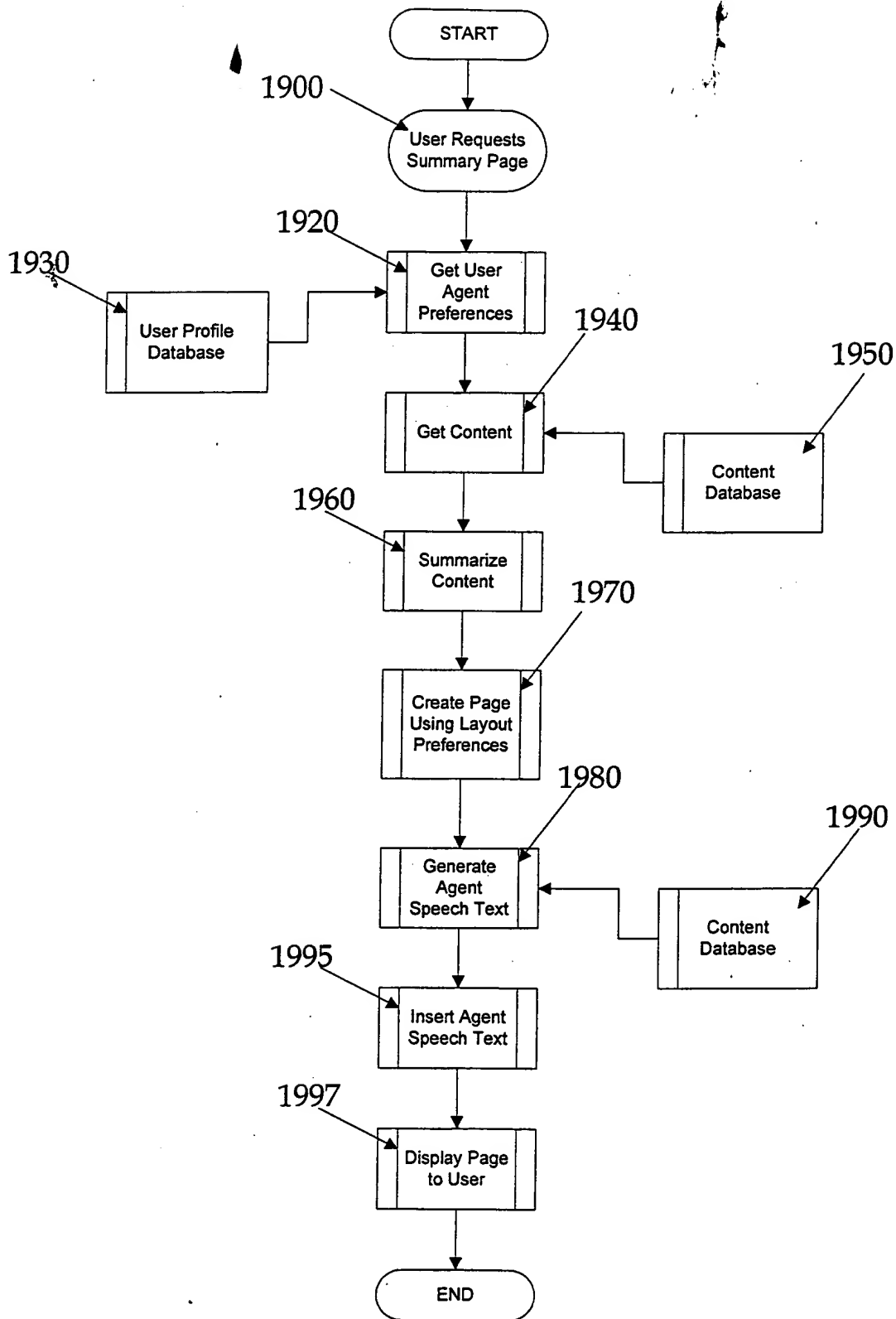


FIGURE 19



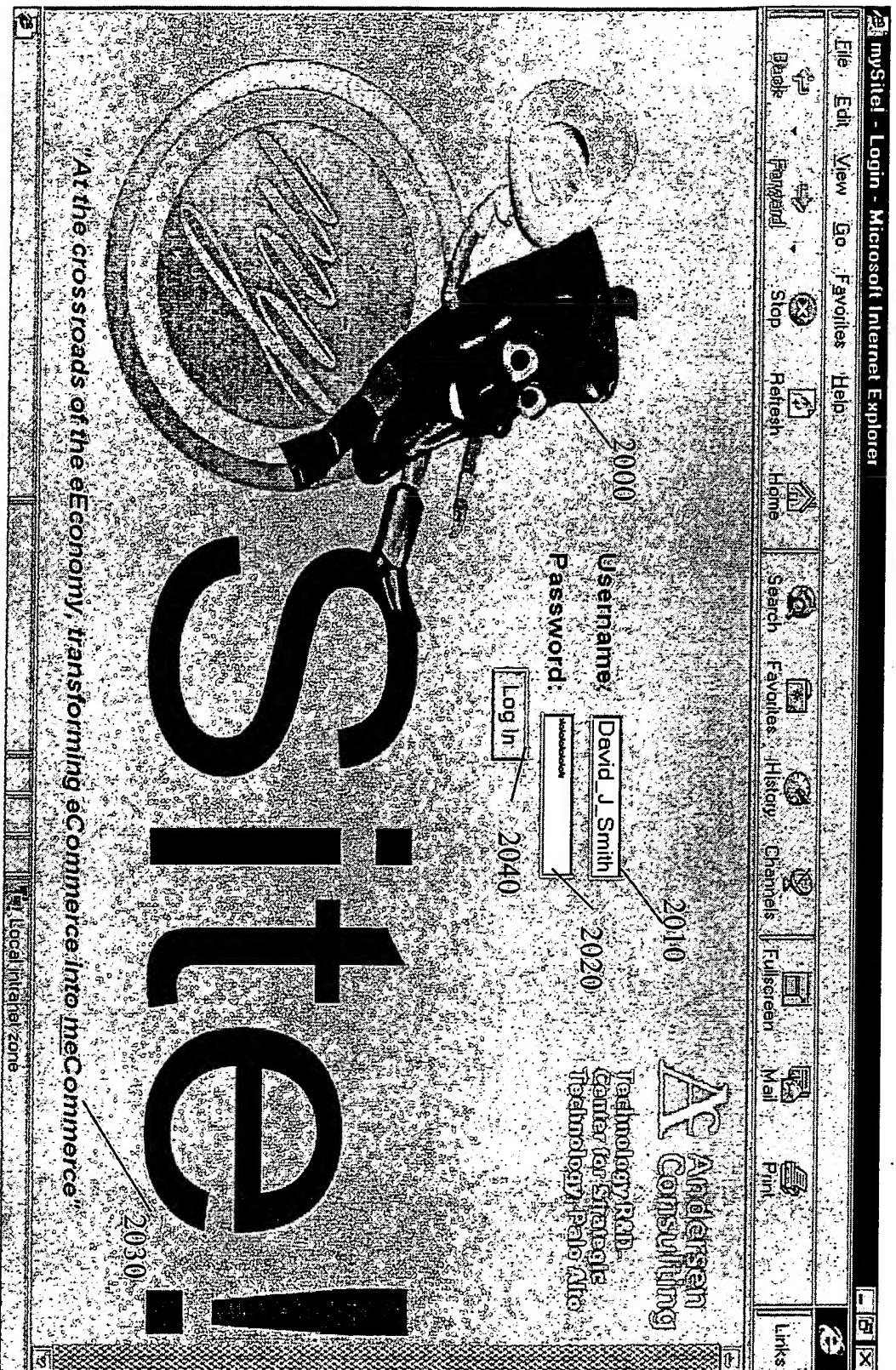


FIGURE 20

00195552 . 11.1.99



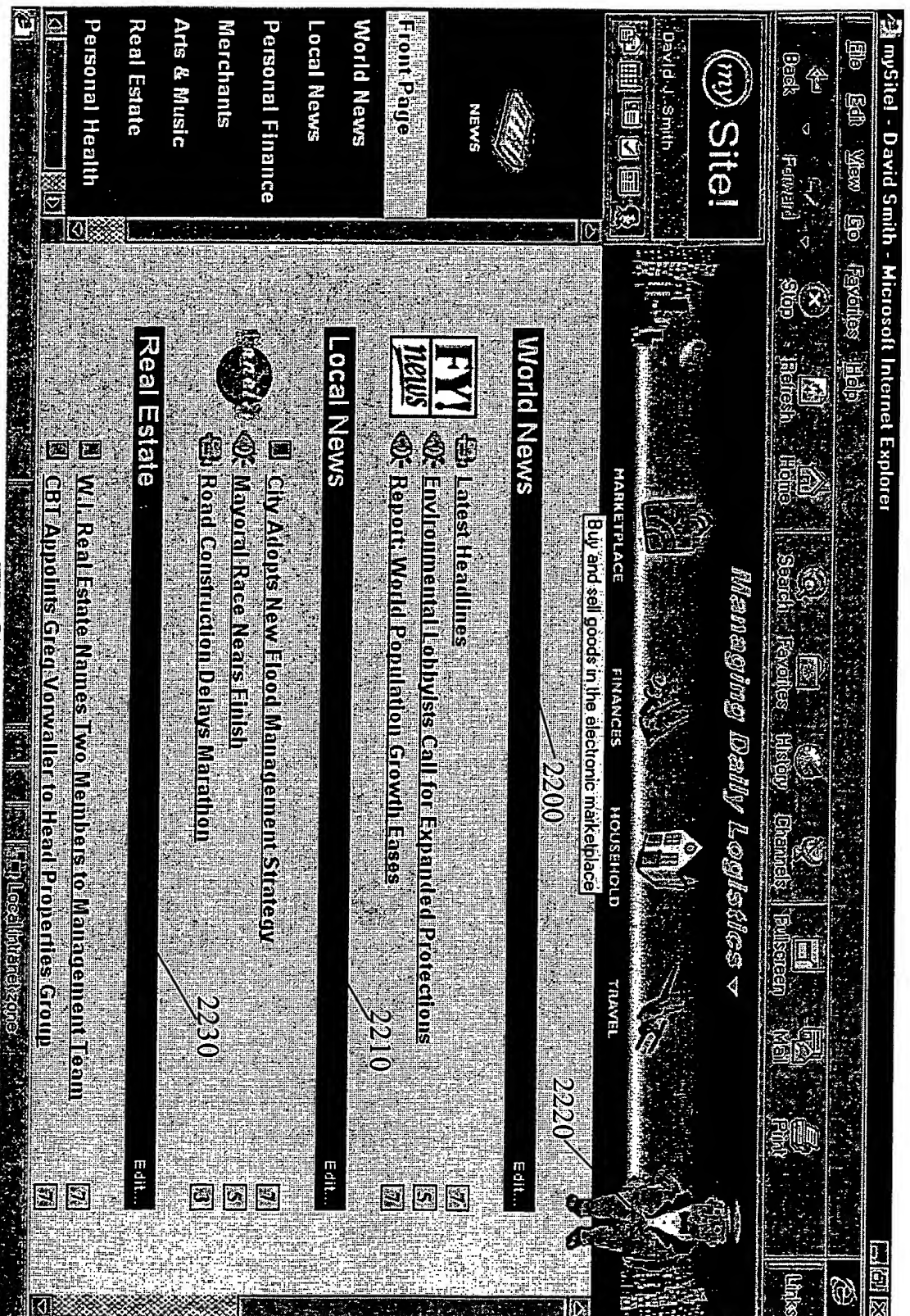


FIGURE 22

09192000 4 4 000

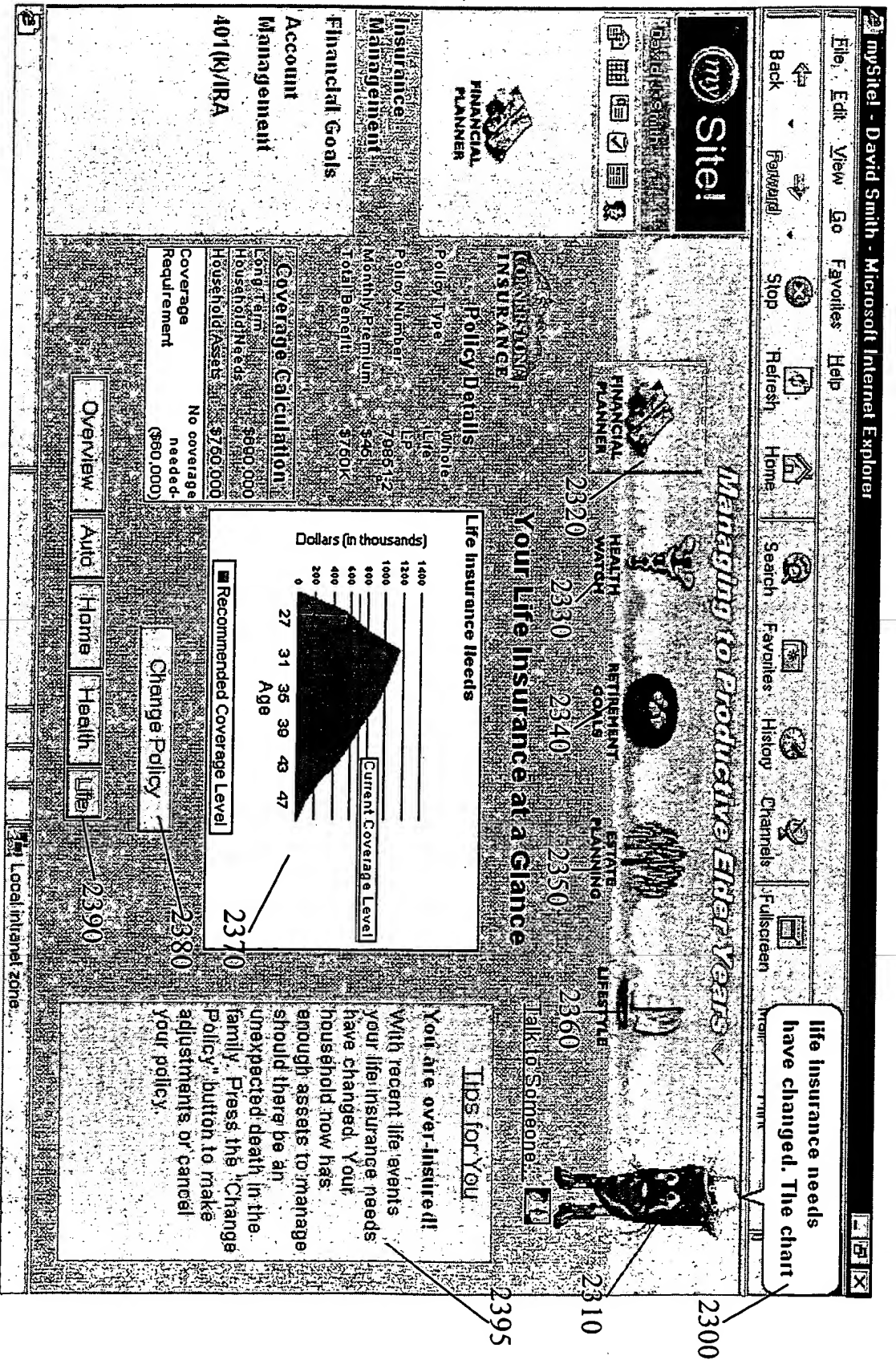


FIGURE 23

094955052 114998

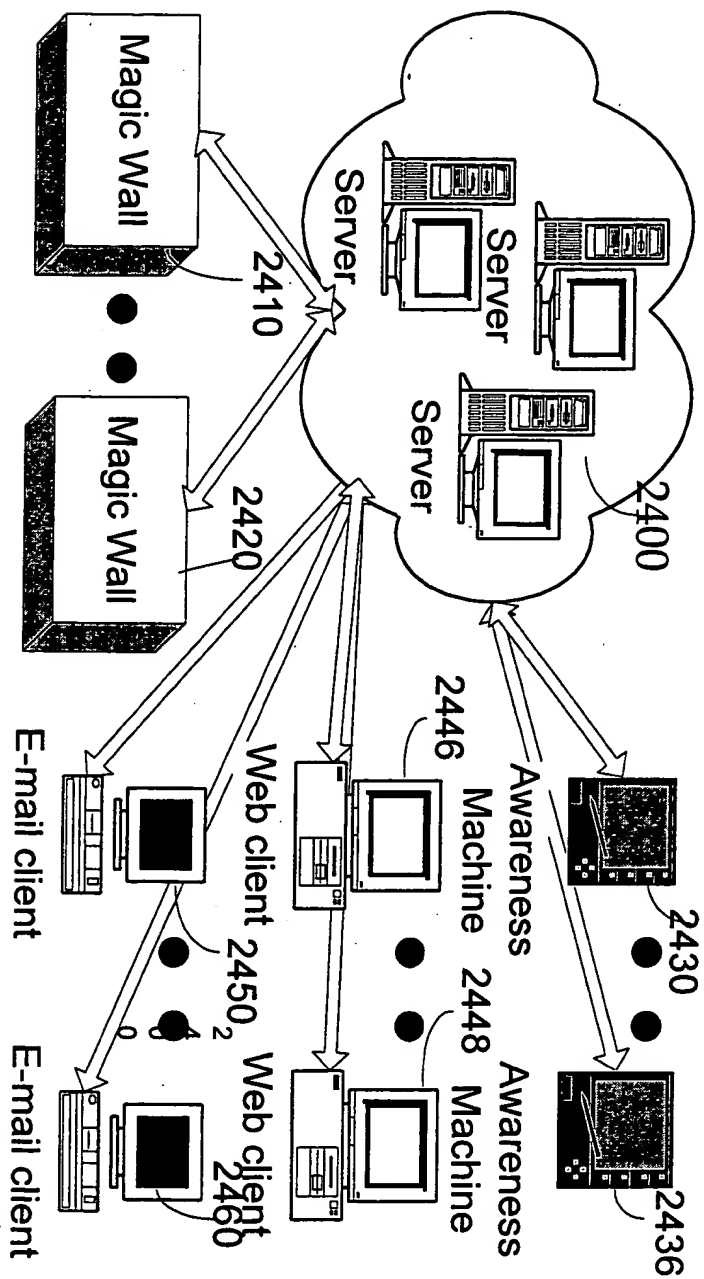
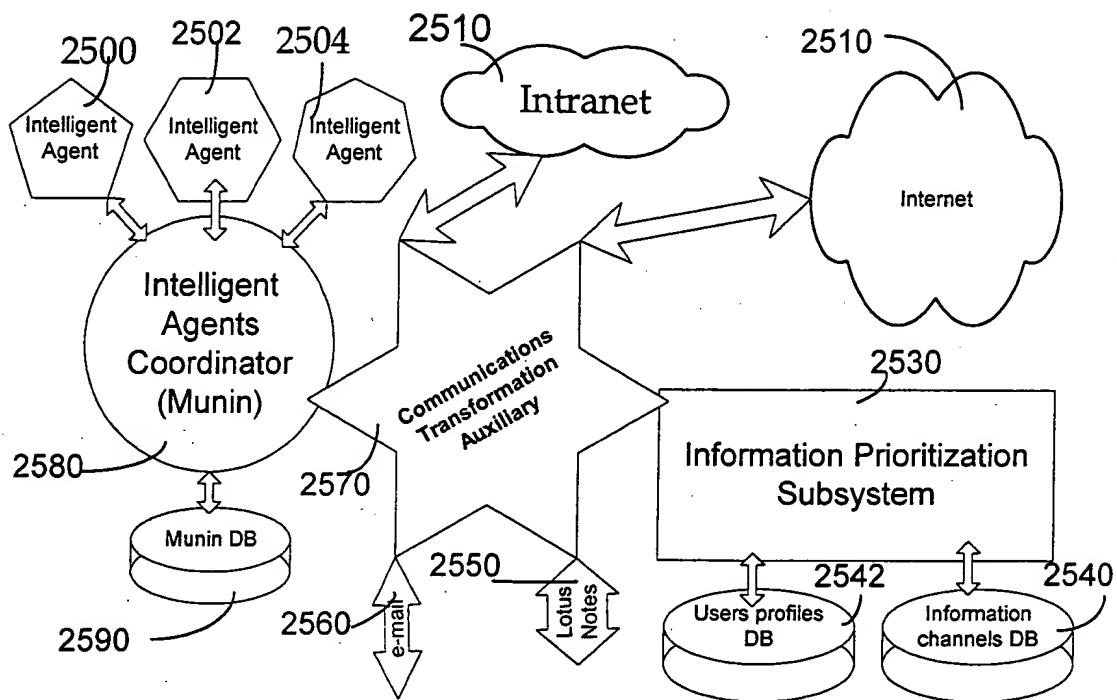


Figure 24



**Figure 25**

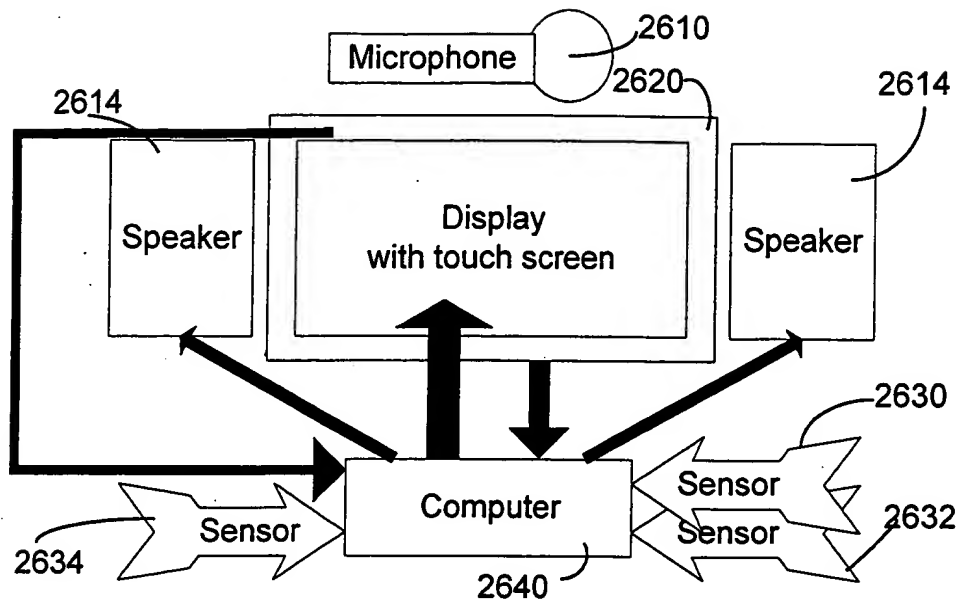


Figure 26